



**For Immediate Release**

## **ESTRELLA TV LAUNCHING ON SINCLAIR BROADCAST GROUP'S LAS VEGAS STATION**

### ***KVMY-TV to Air Hispanic Broadcast Network's Unique Programming on Digital Multicast***

**LOS ANGELES, Calif., (September 08, 2009)** – Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States, today announced that it has entered into an affiliate agreement with Sinclair Broadcast Group, Inc. to make LBI Media's top rated and popular Hispanic network, Estrella TV, a multicast channel of KVMY-TV. Serving the 22<sup>nd</sup> largest U.S. Hispanic Television market of Las Vegas, Nevada, KVMY reaches approximately one percent of the U.S. Hispanic population, further raising Estrella TV network's footprint.

The network's entrance into Las Vegas follows a series of affiliate agreements with 17 stations across the country, raising LBI's reach to approximately 68 percent of U.S. Hispanic households. Among those agreements on the West Coast are Titan Broadcasting's KTNC-TV in the San Francisco-Oakland-San Jose and the Sacramento-Stockton-Modesto markets, and KFRE-TV in the Fresno-Visalia market.

"We are pleased to provide Estrella TV to the Las Vegas market to give our community an additional Spanish language television alternative," said Rob Weisbord, General Manager, KVMY-TV.

"Estrella TV's quality and diversity differentiates our ever-expanding network from other Spanish-language broadcasters," said Lenard Liberman, Executive Vice President, LBI Media. "With the upcoming nationwide launch of Estrella TV, we are confident that our hit programming will be well received by Las Vegas viewers, outfitting KVMY with a clear advantage over the other Spanish language networks in the market."

Estrella TV will air on KVMY-TV's second digital channel. KVMY-TV is available on digital channel 21 and viewers will be able to access Estrella TV on channel 21.2.

Featuring top Latin American talent, Estrella TV's programming roster includes musical-variety, comedy, scripted drama, talk and game shows, as well as a daily national newscast and a news magazine show. The network consistently has top ranked Nielsen primetime ratings in each of its markets, like Los Angeles, Dallas/Fort Worth, San Diego, Houston, Phoenix and Salt Lake City. Estrella TV's parent company, LBI, produces 56 hours of original content each week at its Burbank, California studios and owns a library of over 5,000 hours of programming.

Sinclair's sales teams will have the full backing of LBI Media's wholly owned national sales force, Spanish Media Rep Team (SMRT). The dedicated team has offices throughout the U.S. and focuses on selling TV spot advertising exclusively for Estrella TV affiliates. SMRT has a strong track record of success in the more than 15 years since its launch.

#### **About LBI Media, Inc.**

LBI Media, Inc. is one of the largest owners and operators of Hispanic radio and television stations in the United States, based on revenues and number of stations. The company owns 22 radio stations and six television stations in greater Los Angeles, CA (including Riverside, San Bernardino and Orange counties), Houston, TX, Dallas-Ft. Worth, TX, San Diego, CA, Salt Lake City, UT and Phoenix, AZ. The

company also owns three television production facilities that it uses to produce original television programming.

**About Sinclair Broadcast Group, Inc.**

Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, currently owns and operates, programs or provides sales services to 58 television stations in 35 markets. Sinclair's television group reaches approximately 22% of U.S. television households and includes FOX, ABC, CBS, NBC, MNT and CW affiliates. The Company regularly uses its website as a key source of Company information and can be accessed at [www.sbgnet.net](http://www.sbgnet.net).

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**Media Contacts:**

**For Liberman Broadcasting/Estrella TV -**

Sharon Oh / Jennifer Harris

(212) 986-6667

[oh@braincomm.com](mailto:oh@braincomm.com) / [jharris@braincomm.com](mailto:jharris@braincomm.com)

**For Sinclair Broadcast Group, Inc /KVMY-TV -**

Rob Weisbord

(702) 382-2121

[rweisbor@sbgn.net](mailto:rweisbor@sbgn.net)